

Fashion Calendar

1949

File Copy
9/5/49

JANUARY

FEBRUARY

MARCH

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, SEPTEMBER 5, 1949</u>			
Sept. 5	LABOR DAY (Monday).		
<u>PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS</u>			
<u>PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.</u>			
Tuesday Sept. 6	<u>HATTIE CARNEGIE</u> At 2:30 P.M.	42 EAST 49TH ST. PUBL.: PAULINE POTTER (<u>Note Change of Date</u>).	PL. 5-2600
Wednesday Sept. 7	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE. PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. PUBL.: FRANCES ANDERSON	CI. 7-1100
Friday Sept. 9	<u>MILGRIM</u> At 11:00 A.M.	6 EAST 57TH ST. PUBL.: RUTH WALTZ (<u>Note Change of Date</u>).	CI. 7-7200
Monday Sept. 12	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST. PUBL.: ELEANOR LAMBERT	MU. 8-2130
Wednesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. PUBL.: DINA DORÉ (Designed by CASTILLO) (<u>Note Change of Date</u>).	PL. 3-3410
Thursday Sept. 15	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE. PUBL.: CAROLYN HAIGHT (<u>Note Change of Date</u>).	EL. 5-6800
Beginning Tuesday Sept. 6	SHOWING OF WINTER AND HOLIDAY ROBES Collection of Winter and Holiday additions to the line of sheer woolen house coats, hostess gowns, wool robes and other at-home wear. Open to buyers. Publicity: Florence Brobeck, GR. 3-4119.	ST. MARYS ROBES	200 MADISON AVENUE SHOWROOM
Wednesday Sept. 7 12:30 P.M. (For Press) 4:45 P.M. (Trade Show)	PRESS SHOWING OF "PACKAGE FROM PARIS" First showing of new Fall French millinery and dresses flown here by Air France. Hats by: Albouy, Balenciaga, Jane Blanchot, Simon Cange, Janette Colombier, Jean Desses, Christian Dior, Jacques Fath, Legroux Soeurs, Gilbert Orcel, Jean Patou, Paulette, Maud Roser, Madame Suzy, Rose Valois. Dresses by: Balenciaga, Jean Desses, Jacques Fath, Jacques Griffe, Jeanne Lafaurie, Jean Patou, Marcel Rochas. American interpretations of French hats by G. Howard Hodge. American dresses--Herbert Sondheim. Furs-- Esther Dorothy. Jewelry--Castlecliff. Bags--Koret. Gloves--Kislav. Picturesque Stockings--Sanson. Umbrellas--Vedrenne. Femme Perfume-- Marcel Rochas. By invitation only. Publ.: Dorothy Lansing, PL. 8-3145.	G. HOWARD HODGE	RITZ-CARLTON HOTEL MAIN BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 7 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fall fashions by The Tailored Woman. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. St. Regis Publ.: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF
Sept. 7	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 1).		
Wednesday Sept. 7 8:30 P.M.	FASHION SHOWING OF INDIAN COSTUMES The Brooklyn Museum and the Society of N.Y. Dress Designers present a collection of American Indian costumes, on loan from the Denver Museum. Commentator: Eric Douglas, curator of Native Art, Denver Museum. By invitation only. Contact: Muriel Alexander, WI. 7-5681.	SOCIETY OF N.Y. DRESS DESIGNERS	BROOKLYN MUSEUM SCULPTURE COURT
Wednesday Sept. 7	INFORMAL FABRIC AND PATTERN FASHION SHOW Altman's will present "The Wardrobe That Grows"--fabrics by Pola Stout and patterns by McCall at informal showings for the press all day Wednesday, Sept. 7. Continuous fashion shows during week of Sept. 12. Open to public. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	5TH FLOOR FABRIC DEPT.
Sept. 7- Sept. 8	THIRTY-FIFTH ANNUAL LEATHER SHOW AT GRAND BALLROOM OF WALDORF-ASTORIA Contact: Mr. J. L. Nelson, Tanners' Council, 100 Gold Street, BE. 3-0494.		
Thursday Sept. 8 9:30 A.M.	PREVIEW: JUDY 'N JILL HOLIDAY FASHIONS Press preview of Judy 'n Jill Holiday fashions and Paris imports. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM
Sept. 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 1).		
Thursday Sept. 8 12:00 Noon Luncheon	FALL FOOTWEAR AT FASHION SHOW Frank Brothers will present their new collection of high-fashioned footwear by Mico Vallini to the fashion press. Attendance strictly by invitation. Publicity: Molly Appleby, PL. 9-8630.	FRANK BROTHERS	BARBERRY ROOM 19 EAST 52ND ST.
Thursday Sept. 8 2:30 P.M.	PRESS SHOWING OF FALL ORIGINALS Presentation to the press of Jay Thorpe Originals for Fall and hats by Robert Galer. By invitation only. Publicity: Joan Stafford, JU. 6-1000.	JAY THORPE, INC.	24 WEST 57TH ST. SALON
Thursday Sept. 8 3:30 P.M.- 6:00 P.M.	FOOTWEAR FOR 1950; FASHION PREVIEW "Patent Pending For 1950"--a preview of Spring fashions in genuine patent leather will be presented by the Patent Leather Bureau. Footwear will be featured; also, apparel trimmed with patent leather and patent leather accessories created by leading designers. Attendance by invitation only. (Note change of time.) Publicity: Kate G. Kamen, WI. 7-1013.	PATENT LEATHER BUREAU	WALDORF-ASTORIA ROOM 4-F
Thursday Sept. 8 5:30 P.M.& 7:00 P.M.	"GLAMOUR" CAREER FASHION SHOW "Glamour" magazine's capsule career wardrobe will be presented by Abraham & Straus. Open to public. Contact: TR. 5-7200, Ext. 664.	ABRAHAM & STRAUS (BROOKLYN)	8TH FLOOR SPEC. EV. CENTER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 9	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 1).		
Friday Sept. 9 4:00 P.M.	PRESS SHOWING OF NEW "PERFUMIZERS" The De Vilbiss Company of Toledo, Ohio, will be host to a cocktail party introducing their new "perfumizers", which will be launched nationally this Fall. Attendance by invitation only. Publ.: Pat Kennedy, LO. 3-2964.	THE DE VILBISS CO.	WALDORF-ASTORIA JANSEN BLUE ROOM
Sunday Sept. 11- Sept. 12 7:30 P.M. Champagne Dinner	MILLINERY FESTIVAL IN HOUSTON, TEXAS America's leading millinery designers will appear in person with their creations at Glenn McCarthy's Shamrock Hotel in Houston. Presentation of a fashion extravaganza in eight scenes, sponsored by the Millinery Division of the Houston Retail Merchants' Association, for benefit of Variety's Boys' Club. The milliners who will attend include: Peter Bondi, Braagaard, Casper-Davis, Emme, Peg Fischer, Walter Florell, Mary Goodfellow, Harryson, Dave Herstein, Kenneth Hopkins, John-Frederics, Lenesta, Helen Liebert, Don Marshall, Inc., Leslie Masters, Laddie Northridge, Grace Nugent, Florence Reichman, Rose Saphire, Gerald Simon, Eve Tartar, and Marion Valle. Commentator: Maggi McNellis. Press by invitation. Dinner and show: \$25.00. Production: Ruth Hammer Associates, EL. 5-7108. Contact: Jerome Simon, The Fashion, 917 Main St., Houston, Texas (Tel. Atwood 2341).	HOUSTON RETAIL MERCHANTS' ASSN.	SHAMROCK HOTEL HOUSTON, TEXAS
Monday Sept. 12 10:00 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER MILLINERY Preview for the press of new Fall and Winter millinery by Irene of New York. Showing for retail customers at 3:00 P.M. that afternoon. By invitation only. Publicity: Ruth Underhill, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND ST. SALON
Sept. 12	MAINBOCHER'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 1).		
Monday Sept. 12 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOW Peg Newton will present a showing of tall trends in Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Donna Cannon, LE. 2-1952. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL ROOF
Monday Sept. 12 1:00 P.M. Luncheon	PRESS PREVIEW OF FALL FASHIONS Oleg Cassini will present a showing of his Fall collection at luncheon. Press by invitation. Public by reservation; contact: Dee Hales, VO. 5-2800, Ext. 3. Director of Fashion Shows for Sherry-Netherland: Alexandre Tarsaidze, VO. 5-2800.	OLEG CASSINI	SHERRY-NETHERLAND CHANTECLAIR ROOM
Monday Sept. 12 2:30 P.M.	PRESS PREVIEW: WINTER AND HOLIDAY FURS Esther Dorothy will present a press preview of her Winter and Holiday fur collection. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH ST. SALON
Monday Sept. 12 4:00 P.M. Cocktails	PRESS SHOWING OF FUR COLLECTION Bernham-Stein will present their Fall and Winter fur collection to the press. Attendance by invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	BERNHAM-STEIN FURS	660 FIFTH AVENUE SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 12 5:30 P.M. Cocktails	PRESS PREVIEW OF NEW THIRD FLOOR Opening of Bamberger's new third floor fashion center, with a fashion show and special tour. Attendance by invitation only. Publicity: Mary Grizzard, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	3RD FLOOR FASHION CENTER
Monday Sept. 12	BEACHWEAR SHOW IN CALIFORNIA Cole of California Inc. will open its Resort and Summer 1950 Beachwear line, by appointment, for buyers of sportswear for misses, children and teenagers in the 846 So. Broadway Showroom. Invitations to the opening fashion show, which will take place September 19 at 3:00 P.M., will be issued. Contact: Margot Mallary, 2615 Fruitland Rd., Los Angeles 11, Cal.	COLE OF CALIFORNIA	846 SO. BROADWAY LOS ANGELES, CAL.
Tuesday Sept. 13 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present a press preview of his Fall collection at Gunther-Jaeckel (at this location, 10 East 57th Street, on September 12). Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GUNTHER-JAECKEL	10 EAST 57TH ST. SALON
Tuesday Sept. 13 12:30 P.M. Luncheon	PRESS PREVIEW OF CUSTOM MILLINERY Saks Fifth Avenue will present the Fall collection of custom millinery to the press. By invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Tuesday Sept. 13 2:30 P.M.	PREVIEW OF CUSTOM CLOTHES AND MILLINERY Lilly Dache will present a press preview of her custom clothes and custom millinery for Winter 1949-1950. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH ST. PENTHOUSE SALON
Tuesday Sept. 13 2:30 P.M.	JACQUES FATH'S SECOND AMERICAN COLLECTION Jacques Fath will personally present his second American collection, made exclusively for Lord & Taylor in N. Y. Press by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Tuesday Sept. 13 2:30 P.M.	PRESENTATION OF FALL COLLECTION Martin's will show their Fall collection. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	3RD FLOOR
Tuesday Sept. 13- Sept. 14 4:00 P.M.	WOVEN LINGERIE FASHION PRESENTATION Two-day showing for the trade and fashion press of Textron woven lingerie on Tuesday, Sept. 13 and Wednesday, Sept. 14 at 4:00 P.M. By invitation only. Publicity: Julia Cowles, MU. 9-2200.	TEXTRON, INC.	401 FIFTH AVENUE SHOWROOM
Beginning Tuesday Sept. 13	OPENING OF HOLIDAY COLLECTION Opening of Junior Accent's Holiday line, featuring late afternoon crepes, informal party dresses in confined stiff fabrics, jersey Winter-white ensembles, tissue worsted woolens, and a group of chiffons for informal party wear. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	1418 BROADWAY THE PENTHOUSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 14 9:30 A.M. Breakfast	PRESS SHOWING OF FALL FASHIONS Bloomingdale's will present Fall ready-to-wear "Green Room" fashions at their semi-annual showing for the press. Presentation in the 4th Floor Training Dept., Classroom "C". Breakfast at 9:30 A.M. Show at 10:00 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, VO. 5-5900.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 14 11:00 A.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Fall custom collection to the press. Attendance by invitation only. Publicity: Mary Marsh, PL. 9-2675.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Wednesday Sept. 14 12:00 Noon Cocktails; Luncheon	SHOWING OF HOLIDAY BLOUSE COLLECTION Presentation of Textron's Holiday line of blouses to the press. Cocktails at 12:00 Noon, followed by luncheon and show. By invitation only. Publicity: Julia Cowles, MU. 9-2200.	TEXTRON, INC.	PARK LANE HOTEL PETIT SALON
Wednesday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Arnold Constable will present Fall fashions at the Waldorf's Starlight Roof. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 14 1:00 P.M. Luncheon	FALL LUNCHEON FASHION SHOW Milgrim will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Milgrim Publicity: Ruth Waltz, CI. 7-7200. St. Regis Fashion Publ.: Mary Alice Rice, CI. 6-1790.	MILGRIM	ST. REGIS HOTEL ROOF
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION, DESIGNED BY CASTILLO, AT PRESS SHOWING, 3:00 P.M. (See Page 1).		
Sept. 15	FEDERAL INCOME TAX, 3RD PAYMENT DUE (Thursday).		
Cancelled Sept. 15	MARY GOODFELLOW'S PRESS SHOWING OF MILLINERY TRENDS ORIGINALLY SCHEDULED FOR THURSDAY, SEPTEMBER 15 AT 9:30 A.M., HAS BEEN CANCELLED.		
Sept. 15	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 1).		
Thursday Sept. 15 12:00 Noon Luncheon	ANNUAL FALL LUNCHEON & GLOVE DISCUSSION Speakers include Congressman Ralph W. Gwinn (N.Y.); representatives of the Chamber of Commerce, American Legion, and American Gold Star Mothers, discussing the Japanese threat to American Knit Glove Industry. By invitation only. Public Relations Counsel: Claire A. Wolff, LO. 4-7230.	ASSN. OF KNITTED GLOVE AND MITTEN MFRS.	WALDORF-ASTORIA WEST BALLROOM
Thursday Sept. 15 12:30 P.M. Luncheon	FASHION PREVIEW OF NEW ZIPPER Donahue Sales Corporation (distributors of packaged Talon Zippers) will introduce a new-purpose slide fastener at a luncheon. Showing of magazine pattern fashions and clothes made up especially for the show by pattern companies. By invitation only. Publ.: Joan Klein, BR. 9-5050.	DONAHUE SALES CORP.	WALDORF-ASTORIA WEDGWOOD ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 15 12:15 P.M. Luncheon	"PARIS COLLECTIONS-- CARMEL SNOW'S REPORT" Fashion Group's monthly luncheon meeting, with Carmel Snow, editor of "Harper's Bazaar", delivering her own report on the Paris collections. Some highlights from the French collections will be shown. Chairman: Gertrude Bailey. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (one guest for each member). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Sept. 15 4:00 P.M.	HOLIDAY LINES: NEGLIGEES & HOUSECOATS "Textron Brings Paris To You"--showing adaptations of Paris originals in holiday line of housecoats and negligees for trade and fashion press. By invitation only. Publicity: Julia Cowles, MU. 9-2200.	TEXTRON, INC.	401 FIFTH AVENUE SHOWROOM
Thursday Sept. 15 4:00 P.M. Tea	PREVIEW OF FABRICS AND FALL FASHIONS Annual Fall fabric and fashion show for clothing teachers, presented by the Simplicity Pattern Co. Attendance by invitation only. Contact: Kathryn Wilson, MU. 3-7570.	SIMPLICITY PATTERN CO.	HOTEL ROOSEVELT MEZZANINE
Sept. 16- Sept. 23	OPENING OF COAST RESORT LINES Contact: California Apparel Creators, Los Angeles, California.		LOS ANGELES, CAL.
Monday Sept. 19 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW De Pinna's Fall fashions from Spectator Sports; Town; and Young Moderns departments. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, MU. 8-2000, Ext. 52. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Tuesday Sept. 20 4:00 P.M. Cocktails	PRESS SHOW: "CELESTE'S HOLIDAY SEASON" First press showing by Celeste Frocks of festive fashions for little girls, toddlers to twelves. Cocktails at 4:00 P.M. Show at 4:30 P.M. By invitation only. Publicity: Rose Hilton, MU. 3-4261.	CELESTE FROCKS	HAMPSHIRE HOUSE COTTAGE
Wednesday Sept. 21 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" LUNCHEON FASHION SHOW "Enchantment for Fall"--showing of fashions designed by Donald Norris, (of Penzner, Schiro and Donald Norris, Inc.), including coats, suits, tweeds, furs, and evening gowns, which will be available at Lord & Taylor, Saks Fifth Avenue, Bergdorf Goodman and Milgrim. Hats by Mary Goodfellow; hair styles, Guro. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Donald Norris Contact: LA. 4-4433. Hotel Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	DONALD NORRIS ORIGINALS; MARY GOODFELLOW HATS	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 21 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Presentation of Aranka's Fall millinery during luncheon. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Aranka Publicity: Mildred Kaldor, MU. 9-5420. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA, INC.	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 22 1:00 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON Russeks will present fashions for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Plaza Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Sept. 24	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Saturday).		
Sept. 25	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Sunday).		
Monday Sept. 26 1:00 P.M. Luncheon	CUSTOM MILLINERY AT LUNCHEON SHOW Showing of Fall hat collection by Ish-Ti-Opi. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176, Ish-Ti-Opi & Plaza Publicity: Mary Alice Rice, CI. 6-1790.	ISH-TI-OPI (22 E. 67TH STREET)	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 27 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF NEW PERFUME Introduction to the press of Letheric's new perfume at their new showroom in the Squibb Building, 745 Fifth Avenue. Attendance by invitation only. (Note change of date). Publicity: Kay Inglis-Jones, PL. 3-6300.	LENTHERIC	745 FIFTH AVENUE SHOWROOM-28TH FL.
Wednesday Sept. 28 12:45 P.M. Luncheon	"HOROSCOPE FOR FALL" LUNCHEON SHOW "Star Time at Pierre"--collection of Fall clothes, by a group of specialty shops, including Eleanor Beard--lingerie; Leather & Tweed; Salinger Hats; Elizabeth Blouses; Elsye-Knit Costumes; Jerri Trenell--gowns; Indig & Faden--furs; Mme. Thea Bags; C. Leonce--hair stylist. Star Time Guest of Honor: Peggy Wood. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Fashion Show Publ.: Rosalyn Bader, EL. 5-4263. Hotel Pierre Fashion Director - Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 28 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fur fashions by Dein-Bacher of the Waldorf will be presented during luncheon. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Dein Bacher Contact: Winsome Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 29 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Macy's will present Fall fashions at a luncheon show. (Note change of date.) Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA TERRACE ROOM
Oct. 3	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Monday).		
Tuesday Oct. 4 1:00 P.M. Luncheon	IMPORTED FALL FASHIONS AT LUNCHEON SHOW Callot Soeurs of Paris will present imported fashions for Fall during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 20. Callot Soeurs Publicity: Mary Marsh, PL. 9-2675. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	CALLOT SOEURS OF PARIS, INC.	RITZ-CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 5 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" SHOES & MILLINERY "Intrigue from Head to Foot"--presentation of Fall shoe and millinery fashions at luncheon show. Star Time Guests of Honor: Ed & Pegeen Fitzgerald. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. J. & J. Slater Publicity: Liese Weisse, PL. 9-4805. Hotel Pierre Fashion Director - Commentator: Nola Luxford, TE. 8-8000.	J. & J. SLATER; HATS BY SALLY VICTOR	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 5 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by The Tailored Woman during luncheon. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 6 1:00 P.M. Luncheon	FUR FASHIONS DURING LUNCHEON Gunther-Jaeckel will present fur fashions for Fall and Winter during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gunther-Jaeckel Publicity: Georgine Thompson, VO. 5-3440. Plaza Publicity: Mary Alice Rice, CI. 6-1790.	GUNTHER-JAECKEL	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 6 4:00 P.M. Cocktails	SHOWING OF 1950 "SEAMOLDS" BY FLEXEES New 1950 collection of "Seamolds" by Flexees will be shown to the press. By invitation only. Publicity: Bee Bradshaw, MU. 9-2100.	FLEXEES ARTISTIC FOUNDATIONS	417 FIFTH AVENUE SHOWROOM
Beginning Monday Oct. 10	OPENINGS OF RESORT AND SPRING LINES Resort, cruise and spring lines by the following members of the Sportswear Guild: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. Contact individual manufacturers.	SPORTSWEAR GUILD KANE-WEILL MUTUAL-ROSENBLUM CO. CHARLES W. NUDELMAN, INC.	INDIVIDUAL N.Y. SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES, INC.
Tuesday Oct. 11 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOW Custom-order and ready-to-wear originals by Jonai. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 20. Jonai Publicity: PL. 5-3500. Ritz Publicity: Marion Morrison, MU. 8-3000.	JONAI, INC. (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 12 12:45 P.M. Luncheon	"YOUNG WORLD" FASHION SHOW Showing of Fall fashions for the younger set during "Star Time at Pierre" luncheon in cooperation with CARE. Guest of Honor: Betty Betz. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	CHILDREN'S AND TEENAGE DESIGNERS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 12 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Presentation of new millinery by Milgrim during luncheon. Press by invitation. Public by reservation; contact: "Nino", EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of Oct. 17	NATIONAL GLOVE WEEK "Ladies and Gentlemen Always Wear Gloves"--theme of National Glove Week. Public Relations Counsel: Claire A. Wolff, LO. 4-7230.	NATIONAL GLOVE GROUP, INC. THROUGHOUT COUNTRY	
Tuesday Oct. 18 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of Fall millinery fashions by Laddie Northridge. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 20. Laddie Northridge Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	LADDIE NORTHRIDGE	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday Oct. 19 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" FASHIONS AT LUNCHEON "Magical Beauty"--Fall fashions by specialty shops including Ada, Inc.--children's wear; Trent Leather--sportswear; Jeanne Rousseau Hats; Mimi Tuthill--gowns; Dorothee Furs; Maximilien Feldman--suits; Marie Fontaine --blouses; John Hall-hair stylist; de Tanya--imported silk scarfs, Asha Lingerie. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Publicity for Fashion Show: Rosalyn Bader, EL. 5-4263. Hotel Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 19 1:00 P.M. Luncheon	SHOWING OF SHOES AND ACCESSORIES I. Miller will present a showing of Fall shoes and accessories during luncheon. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. I. Miller Publicity: Helen Horchler, BR. 9-2000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	I. MILLER	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 20 12:30 P.M. Luncheon	"DIAMONDS U.S.A." DIAMOND FASHIONS 1950 Second nationwide showing of diamonds presented at a luncheon for the fashion press. (More details later). (Note change of date) Attendance by invitation only. Publicity: Jean Shanley, CI. 6-0200.	N. W. AYER & SON, INC.	PLACE TO BE ANNOUNCED

Beginning Monday Oct. 24	SPRING AND RESORT OPENINGS OF FOGA	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	INDIVIDUAL NEW YORK SHOWROOMS
	The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. (The other seasonal openings are: Summer lines in early February, and Fall lines in May). Guild members who will present their lines include:		
	LARRY L. ALDRICH CO.	FRED GREENBERG DRESS CO.	PARNIS-LIVINGSTON
	HANSEN BANG, INC.	JOSEPH HALPERT, INC.	BEN REIG, INC.
	BEN BARRACK, INC.	HORWITZ & DUBERMAN, INC.	RUDOLF GOWNS
	WILLIAM BASS DRESS CO.	INTERNATIONAL DRESS CO.	PAUL SACHS ORIGINALS
	CAPRI FROCKS, INC.	JUNIOR LEAGUE FROCKS	MARTIN SIMON, INC.
	DEITSCH, WERSBA & COPPOLA	NAT KAPLAN	HERBERT SONDEHIM
	BEN J. GAM, INC.	CHARLES LANG, INC.	FRANK STARR, INC.
	ED GERRICK, INC.	DAVID LEVINE CO.	SUZANNE-AUGUSTINE
	A. GOODMAN & CO., INC.	MARY LEE, INC.	JANET TAYLOR
	GRABOIS	NATHAN-STRONG, INC.	HANNAH TROY, INC.
		PAUL PARNE CORP.	

Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.

MOVIES...THEATRE...TELEVISION

Friday Sept. 2 PREMIERE: "WHITE HEAT" (Movie) STRAND THEATRE, B'WAY & 47TH ST. Warner Bros. presents a film about a homicidal paranoid who, with his gang, engineers a daring train robbery. Government "T" men are placed on the trail of the criminals, and eventually track down each one. Stars: James Cagney, Virginia Mayo, Edmund O'Brien, Margaret Wycherly and Steve Cochran. Producer: Louis F. Edelman. Director: Raoul Walsh. Wardrobe: Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.

Wednesday Sept. 7 5:00 P.M.-5:30 P.M. TELEVISION: "VANITY FAIR" WCBS-TV CHANNEL 2 Michel, hair stylist for Helena Rubinstein, Inc., will demonstrate the new shorter hair styles for 1949-1950. Nancy White, Fashion Editor of "Good Housekeeping", will commentate on the Back-to-School fashions to be shown during the second half of the television program. Publicity: Helen Brattrud, PL. 5-2000.

Saturday Sept. 3 PREMIERE: "THE KID FROM CLEVELAND" (Movie) MAYFAIR THEATRE, 7TH & 47TH Republic Pictures release of documentary film as an exposition of the Cleveland Indians baseball team's civic work in combating juvenile delinquency. It stars George Brent, Lynn Bari, Rusty Tamblyn, Tommy Cook and the Cleveland Indians. Producer: Walter Colmes. Director: Herbert Kline. Publicity: Evelyn Kohlman, CO. 5-2500.

Saturday Sept. 3 PREMIERE: "THE CROOKED WAY" (Movie) GLOBE THEATRE, B'WAY & 49TH STREET United Artists release of Richard Landau's adaptation of radio play which concerns a war hero, who returns to Los Angeles as an amnesia victim. In reestablishing his identity, he discovers a notorious past. Starring John Payne, Sonny Tufts and Ellen Drew. Producer: Benedict Borgeaus. Director: Robert Florey. Wardrobe: Greta. Publ.: Tess Michaels, CI. 5-6000.

Tuesday Sept. 6 OPENING: "BLACKOUTS" ZEIGFELD THEATRE, 6TH AVE. & 54TH STREET Ken Murray and Dave Siegal present a musical revue. Cast includes: Nick Lucas, George Burton, Owen McGivney, Harris & Shaw, and Alfonse Berge. Publicity: Bill Doll, MU. 7-6310.

Wednesday Sept. 7 REOPENING: "DIAMOND LIL" PLYMOUTH THEATRE, 45TH ST. WEST OF B'WAY Albert H. Rosen and Herbert J. Freezer present Mae West as "Diamond Lil" in a comedy written by the actress. The cast includes Steve Cochran, Walter Petrie, and David Lapin. Settings: William de Forrest. Costumes: Paul de Pont. Publicity: Bill Doll, MU. 7-6310.

Thursday Sept. 8 PREMIERE: "UNDER CAPRICORN" (Movie) RADIO CITY MUSIC HALL, 6TH & 50TH A Transatlantic Pictures Production distributed by Warner Bros. starring Ingrid Bergman, Joseph Cotten and Michael Wilding. The background is Sydney, New South Wales, Australia in 1831 where British convicts were imported to quarry stone, build the city and port, and perhaps, win emancipation to free citizenship. Director: Alfred Hitchcock. Costumes: Roger Furse. Publicity: Eve Siegel, CI. 6-1000.

Monday Sept. 26 OPENING: "TWELFTH NIGHT" EMPIRE THEATRE, 1430 B'WAY AT 40TH ST. Roger Stevens presents the Shakespearian comedy for a limited engagement. The cast includes Arnold Moss, Frances Reid, Carl Benton Reid, Harry Tone, Philip Tonge and Truman Smith. Contact: Roger Stevens, 234 West 44th Street, PE. 6-0938.